

Message Text

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PAGE 01 ISTANB 04681 011325Z

67

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
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R 010923Z DEC 76
FM AMCONSUL ISTANBUL
TO USDOC WASHDC
INFO SECSTATE WASHDC 8344
AMEMBASSY ANKARA

UNCLAS ISTANBUL 4681

E. P. 11652: NA
TAGS: BBSR, TU
SUBJ: WTDR/FTI - AUER IMALAT A. S.

REF: USDOC 18501

1. TURKEY 2. CNTRY CODE: RIO 3. SER. NO: NA
4. AUER IMALAT A. S.
5. P.O. B. : NA; IMAM SOKAK 23, BEYOGLU
6. ISTANBUL, TURKEY
7. ESTABL: 1957 8. EMPL: 723 9. SIZE:(19-X)LARGE
10. REPUTATION: (22-X) EXCELLENT
11. SELLS THROUGHOUT TURKEY AND EXPORTS TO IRAQ
12. RPT DATE: 11/76
- 13.A. 36312/034 MFR. DIST. EXP. OVENS AND RANGES - HOUSEHOLD
- 13B. 34334/034 MFR. DIST. EXP. HEATING STOVES - HOUSEHOLD
14. CONTACT: KAMURAN GORGUN TITEL: GENERAL DIRECTOR
15. CABLE: IMAUER - ISTANBUL 16. TELEX: NA
17. TEL. 453270 & 456534; PLANT: 761728
18. FINANCIAL REFS: TURKIYE IS BANKASI A. S., BEYOGLU, ISTANBUL;
OSMANLI BANKASI A. S., BEYOGLU, ISANBUL; ISTANBUL BANKASI T.A.S.
TAKSIM, ISTANBUL; ETIBANK, BEYOGLU, ISTANBUL; TURK DIS TICARET
BANKASI A. S., ISTANBUL.
19. TRADE REFS: AUER, 21 RUE ST. FARGEAU, PARIS 20E FRANCE.
20. FOREIGN FIRMS REPRESENTED: NA
21. AUER WAS ESTABLISHED IN 1957 WITH TL 3 MILLION (TL 1650-
\$1) CAPITAL, TO MANUFACTURE HOUSEHOLD HEATING STOVES, OVENS AND RANGE

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UNDER AUER(FRANCE) LICENSE. FIRM IS OWNED 50 PERCENT BY AUER AND 39.2 PER CENT BY ELEKTRIGAZ TICARET T.A.S., A LARGE TRADING COMPANY FOR HOUSEHOLD PRODUCTS. 1975 SALES WERE TL 193 MILLION. FIRM'S EXPORTS (MAINLY TO IRAQ) ARE HANDLED THROUGH ITS MARKETING ORGANIZATION, MENER KOLLEKTIF SIRKETI. IN ADDITION TO PLANT AND CENTRALLY LOCATED HEAD OFFICE, AUER HAS MAINTENANCE CENTERS IN ISTANBUL, ANKARA, IZMIR, ADANA, AND SAMSUN AS WELL AS SEVERAL SERVICE STATIONS THROUGHOUT TURKEY. BANKS STATE THAT IT HAS SOUND REPUTATION AND EXCELLENT CREDIT RATING. RECOMMENDED.

22. PREPARED BY: G. SERAN; APPROVED: R.W. BECKHAM; AT

U.S. CONSULATE GENERAL , ISTANBUL.
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Message Attributes

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